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June 7, 1993

Ellen Merlo  
Vice President/Corporate Affairs  
Philip Morris, U.S.A.  
120 Park Avenue  
New York, NY 10017

Dear Ellen:

I am disappointed that you are unable to join us as a participant in the American Beverage Institute's (ABI) Third Annual Conference on September 19, 1993 at the Century Plaza Hotel in Los Angeles. Thank you, though, for offering to assist us in identifying another individual from Philip Morris U.S.A. to take part in the meeting. ABI feels privileged to sponsor this important event, and we are certain that it will be a profitable experience for our members.

To reiterate our phone conversation last week, the Philip Morris, U.S.A. representative will participate in the afternoon panel session, *Marketing Tactics in a Hostile Environment*, from 2:00 to 4:00 p.m. Each panelist will be expected to give a 15-20 minute presentation, followed by questions from the audience. Our hope is to provide a provocative and informative session for those in attendance.

ABI will cover the cost of airfare, one night (or two if necessary) stay at the Century Plaza Hotel in Los Angeles, and the hotel shuttle to and from the airport. All other expenses are the panelists' responsibility. ABI does invite the participants to join us for a buffet breakfast and luncheon on Sunday, September 19. Breakfast will be available from 3:00 a.m. to 9:15 a.m., and lunch begins at 12:30 p.m.

Thank you again for your help in this matter. Please let me know as soon as possible the Philip Morris U.S.A. designated participant.

Sincerely,

*Patricia Farnan*

Patricia Farnan  
Associate

cc: Rick Berman

HOW ABOUT  
REGION V.P. WHO  
IS IN U.S.A. ?  
SUPERVISOR

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cc: Dave B  
Rick B  
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